

Primary Care Movie Matinee

A movie matinee provides a platform to showcase National Health Service Corps (NHSC) Member Story videos that generate awareness about the NHSC, as well as demonstrate the impact NHSC members and sites have in communities with limited access to primary care. The videos will also educate those who are interested in working in Health Professional Shortage Areas.

LEVEL OF PLANNING EFFORT

EASY

DIFFICULT

Getting Started

1. **Confirm an event date** during the month of October. Remember Corps Community Month 2015 will take place during the entire month.
2. **Secure a space** at a busy location on your campus, NHSC site, or in your community with internet and projection capabilities.
3. **Register** your event online at: <http://nhsc.hrsa.gov/corps-communitymonth/eventregistration2015.html>.
4. Consider inviting someone who can share about their experience providing health care at an NHSC site. Refer to the "Identify Qualified Speakers and Partners" section.
5. **Display NHSC Materials** and the **NHSC 101 presentation** at your event.
6. **Print and hand out Corps Community Month stickers** during your event.
7. **Take photos at your event**, but gather **media release waivers** from those you're photographing. Submit the photos and media releases to CorpsCommunityMonth@hrsa.gov.

7. Depending on your audience, choose a YouTube playlist.

- [Medical Providers](#)
- [Nursing Providers](#)
- [Dental Providers](#)
- [Mental and Behavioral Health Providers](#)
- [NHSC Sites](#)

8. Take photos at your event, but gather media release waivers from those you're photographing. Submit the photos and media releases to CorpsCommunityMonth@hrsa.gov.

Identify Speakers and Partners

- [Local NHSC Ambassadors](#)
- [State Primary Care Offices](#)
- [Area Health Education Centers](#)
- [Post a request on the NHSC Facebook wall](#)
- [Special Inquiry to CorpsCommunityMonth@hrsa.gov](#)

Promote your event

- Send out "Save the Date" via email and collect RSVPs.
- Seek out media coverage from your campus or community outlets.
- Create and send out a [media advisory](#).
- Hang posters on a bulletin board and in areas where potential participants would frequent and use the Corps Community Month [Fact Sheet](#) and [Event Flyer](#) as tools.



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
HEALTH RESOURCES AND SERVICES ADMINISTRATION

Media Resources

- [Backgrounder](#)
- [Media Advisory Template](#)
- [Press Release Template](#)

Online Resources

NHSC.hrsa.gov/CorpsCommunityMonth

 [NationalHealthServiceCorps](#)

 [@NHSCorps](#)

 [Playlist](#)

[#ChoosePrimaryCare](#)